



Startup Business Strategy Checklist

1. Problem & Purpose

- Clear problem you are solving
 - Who experiences this problem
 - Why this problem matters *now*
 - Your mission in one sentence
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2. Target Customer

- Ideal customer profile defined
 - Specific use case identified
 - Early adopters clearly described
 - Customer pain points validated (not assumed)
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3. Value Proposition

- One-sentence value proposition
 - Top 3 benefits to the customer
 - How you are different from alternatives
 - Clear reason customers choose you
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4. Solution (Product / Service)

- Core solution defined
- Minimum Viable Product (MVP) identified
- Key features tied directly to the problem
- Feedback loop built into the product



5. Market & Competition

- Market size (rough but realistic)
 - Direct and indirect competitors listed
 - Competitive advantage identified
 - Substitutes or workarounds understood
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6. Revenue Model

- How you make money defined
 - Pricing tested or justified
 - Key costs identified
 - Path to profitability outlined (even if long-term)
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7. Go-to-Market Strategy

- How customers discover you
 - Primary acquisition channel selected
 - Simple sales funnel defined
 - Onboarding experience planned
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8. Operations & Execution

- Key processes identified
- Tools and systems selected
- Legal structure and basics covered
- Risks and dependencies noted



9. Team & Resources

- Founder roles clearly defined
 - Skill gaps identified
 - Advisors or mentors identified
 - Funding needs understood (bootstrapped vs. external)
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10. Metrics & Learning

- Key success metrics identified
 - Customer feedback tracked
 - Assumptions documented
 - Review and iteration cadence set
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Guiding Principle for Startups

Build → Measure → Learn → Adapt